

AFTER CHRISTMAS SALE

Bry's
MEMPHIS, TENN.

\$170,000 Worth of the Season's

ALL PURCHASES

Made tomorrow and the balance of this week will be charged on your January account, payable Feb. 1st.

Offering you fully twice the number of garments that ever took part in any previous After-Christmas sale. Many of which will be shown for the first time in the opening of this sale—due to a recent trip made by our buyer to the New York market, where he secured most extraordinary values in high-grade garments and liberal concessions, owing to the lateness of the season.



Coats \$16.75

Materials: Silvertones, velours, broadcloths, polo cloth, Normandy, kerseys, plaid silvertones. Colors: New grays, green, brown, taupe, Burgundy, copen, Pekin, reindeer, navy, black, etc.

Styles are fur trimmed and plain loose backs, belted models, shawl collars and high fur collars. Buttons are used most effectively. Satin lined and others fancy silk lined.

Coats \$26.75

Materials are of silvertones, tinseltones, velour superior, broadcloth, polo cloth, tinseltones, kerseys, plumettes and silk plushes. Colors of all the new and predominating shades.

Styles are blouse effect, loose backs, yoke effects, belted models, shawl or square collars, large cuffs; fancy silk lined. Most all interlined. Trimmings of fur and self materials.

Coats \$36.75

Materials: Plumettes, Bolivias, chiffon broadcloth, velour superior, tinseltones, soft silvertones, suedene, silk plush. Colors: Plum, black, Burgundy, emerald, navy, all blues, browns and greens.

Some strictly tailored garments, others blouse, belted, yokes, button backs, shirred and gathered effects. Large collars and most fur trimmed; fancy silk linings and interlined.

Coats \$46.75

Materials of Bolivia, both cut and silver tipped, suedene, chameleon cord, plumette, frostelle, bernice, chiffon-broadcloth, crystal cord, iridescent cord, velour superiors.

Colors all the leading and fashionable shades; styles the best creations, fancy belted models, tucked and shirred, blouse backs, loose flaring backs; convertible belts; deep fur collars and cuffs.

Dresses \$13.75

Dresses of serge, jersey, satin, new taffetas and satin combinations—an assemblage of over 500 dresses. Straight line and semi-tailored styles. Copies of the season's most exclusive models.

The popular blouse effects; some have the late puff sleeves, large, lacy collars, peg top effects; a collection of many styles and a size, color and suit for every taste.

Dresses \$18.75

Highest-class dresses of all-wool serge, trico, velour, velveteen, satin; new fetas and combinations; straight lines, plain tailored models, Russian blouses.

Some with touches of hand broidery, collars and cuffs of some have tight tailored sleeves, others the new short sleeves, shades of taupe, seal brown, or Burgundy, navy, black, etc.

150 COATS, SALE PRICE, \$23.75
110 COATS, SALE PRICE, \$31.75
90 COATS, SALE PRICE, \$41.75
75 COATS, SALE PRICE, \$51.75

65 COATS, SALE PRICE, \$59.75
75 COATS, SALE PRICE, \$66.75
75 COATS, SALE PRICE, \$73.75
35 COATS, SALE PRICE, \$81.75

A Word About Our \$91.75 COATS In This Sale

Our \$91.75 line includes a dozen or more of exclusive models, such as pea-bloom with beaver, chameleon cord with natural squirrel.

You will find a rare collection of silk Bolivia with nutria, bernice with beaver. These coats all have the finest and richest of silk linings.

The workmanship bears inspection, as they are all first-class, high-grade materials, and the fur trimmings are of the best grade and all stylish.



After-Christmas Sale of Thousands of the Season's Most Favored New Dress Skirts

Our entire section, an entire department of nothing but skirts, not a few on a rack or so, but actually row upon row of racks, each loaded full and brand new skirts. We direct special attention to four big groups.

An Exceptional Group of Skirts, \$3.75

Materials of silk taffetas, failles, suitings, mixtures, serges, silk poplins, etc. Styles are shirred, pleated, embroidered, gathered and the much plainer models.

Finished with belts, pockets and some are button trimmed; colors, navy, black, taupe, purple, gray, French, copen and combination plaid or the handsome stripes; sizes, 24 to 31.

SKIRTS \$5.75

Styles embrace the tunics, pleats, gathers, embroidered, accordion pleated, tucks and the semi-tailored models.

Materials of vicagraux, serges, wool poplins, cover cloth, failles, taffetas, satins, silk poplins, spiral crepe. All sizes, 24 to 40.

SKIRTS \$8.75

Materials of prunellas, spiral cloth, moonglo satins, kitten's ear satins, broadened conservation crepe, vicagraux, serges, silks, etc.

Styles embrace tucks, knife pleats, folds, peg effects, yokes, gathers, embroidered and the plainer models. All colors. Sizes, 24 to 40.

SKIRTS \$11.75

Materials of pebble cloth, duplan brocade, velour, plaids, française failles, tricolettes, trico baronets, charmeuse satins, silvertones, etc.

Styles embrace tunics, peg effects, tucks, button backs, embroidered folds, pleats, yokes, wide and narrow belts, sash effects, pockets, etc.

Dresses Sale Price \$10.00

Just think of getting a good dress, a well-made and well-styled dress for \$10.00. In this sale you can choose from 200 of them—serge, jersey, satin and taffeta; tunics, straight lines, fancy models; laces at collars and cuffs.

\$18.75, \$33.75, \$

Duvetyn Dresses \$65

Big price concessions on lovely dresses of duvetyn at a saving of 60 per cent. All the soft shades of taupe, brown, field mouse and navy. Dresses that are fashioned on the latest lines, trimmed with the newest and richest color combinations. Materials that are serviceable and attractive.

AFTER-CHRISTMAS SALE

\$35,000 worth of these furs. They were all advantageously purchased, and, together with this After-Christmas sale, we will sell them at 20, 30 and even 40 per cent less than the cost of making them.

Evening

Draw no conclusions of prices quoted here. Many priced imported models, one of America's most expensive.

Many shown in the new that holds out a veil, houette, the handsome taffetas and other be

Party

A sample line of our manufacturers of all the pastel shades, marquisettes, charmes, frills and ruffles and